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ORDER FOR SUPPLIES OR SERVICES **SCHEDULE - CONTINUATION**

PAGE NO

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IMPORTANT: Mark all packages and papers with contract and/or order numbers.

DATE OF ORDER | CONTRACT NO. ORDER NO. 02/28/2013 EP-W-11-022 0201

ITEM NO.	SUPPLIES/SERVICES	QUANTITY		UNIT PRICE	AMOUNT	QUANTITY ACCEPTED
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ORDER FOR SUPPLIES OR SERVICES **SCHEDULE - CONTINUATION**

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Contract Number: EPW11022 Task Order Number: TO 201

Task Order Contract Officer Representative (TOCOR): Lauren Pitcher Task Order Title: Media and Communications Support for ENERGY STAR

Commercial and Industrial Branch

Period of Performance: March 1, 2013 – February 28, 2014

STATEMENT OF WORK

I. BACKGROUND AND OBJECTIVE

The Environmental Protection Agency's Climate Protection Partnerships Division (CPPD) is responsible for an array of innovative, voluntary pollution prevention programs that reduce pollution by creating and expanding markets for energy efficiency and energy efficiency products. The primary goal of these programs, individually and collectively, is to reduce emissions of greenhouse gases and other pollutants through reduced energy consumption, and to focus on opportunities to increase energy efficiency and profitability at the same time.

The objective of this Statement of Work (SOW) is to provide for media relations support, development of creative materials and services, and other media/communications efforts, as directed by the EPA TOCOR, for the ENERGY STAR Commercial and Industrial Branch (ESCIB). ESCIB promotes improved energy performance for buildings and plants. It includes the Industrial Group and the Market Sectors Group (MSG), which covers the following sectors: commercial real estate, corporate real estate, hospitality, retail, healthcare, education (K-12 schools and higher education), small business, congregations, entertainment, and government.

Any new materials or support for activities under this SOW will reflect the broader ENERGY STAR brand and messages, as well as key ESCIB messages.

II. SPECIFIC TASKS

Task 1: MANAGEMENT/PLANNING/MEETING SUPPORT

The Contractor shall develop a work plan, in accordance with the contract, to indicate how work will be carried out to provide media and communications support described in this SOW. The Contractor will also prepare monthly reports detailing activities and level of effort. The Contractor shall meet with the TOCOR for a kick-off meeting to discuss work needed to carry out this task order including determining work priorities and specific deliverable dates. The Contractor shall then meet with the TOCOR via biweekly conference calls. Also covers other activities as directed by the TOCOR.

Task 2: MEDIA RELATIONS SUPPORT FOR ESCIB

The Contractor shall provide media relations support for key ESCIB announcements. As directed by the TOCOR, media support will include assistance in:

- Developing media strategies for major announcements and some additional activities
- Providing guidance/direction for strategy implementation including development of an action plan and schedule
- Strategy implementation, including developing key messages and pitch points
- Assistance with media inquiries as needed

The Contractor shall assist with the following media activities, as directed by the TOCOR, based on priorities and resources:

- Strategy, Pitching, & Follow Up: Top 10 Cities
- Strategy, pitching, & follow up: Portfolio Manager launch
- Strategy, pitching, & follow up: 2013 Battle of the Tenants
- Exploration and strategy: Original documentary film/series and accompanying media partnership
- Social Media strategy development and implementation
- Media Analyses and Recaps
- Others as directed by TOCOR

Deliverables: As specified by the TOCOR

Task 3: CREATIVE MATERIALS AND SERVICES

The contractor shall develop and produce creative materials (including design, layout, and content) and collateral pieces supporting activities under this Contract.

All creative work shall be original and shall be submitted to EPA in such form as specified in the Task Order, for critical review and approval by the TOCOR. Specifications for those creative efforts printed through the EPA will be provided through the direction of the TOCOR. The Contractor shall perform duplications as specified in the Task Order and technical direction issued by the EPA, in accordance with the "Printing" clause of the Blanket Purchase Agreement. Maintenance of all creative files, tapes, materials, slides, negatives and any other items produced by the Contractor, on behalf of the EPA, is required.

Creative and collateral pieces shall include, but are not limited to:

- Creative templates for EPA and/or partner use in marketing and/or promoting ESCIB
- Graphic executions used to promote ESCIB programs and inform ESCIB decision-making regarding media relations and communications activities
- Other creative materials identified by EPA
- Copywriting

The Contractor shall assist with the following creative materials and services, as directed by the TOCOR, based on priorities and resources:

- Original documentary-style film/series and/or "webisodes"
- BYGTW / Tenant education program and materials
- Others as directed by the TOCOR

Deliverables: As specified by the TOCOR.

Task 4: WEB SUPPORT FOR C&I COMMUNICATIONS ACTIVITIES

The contractor shall develop and produce web materials (including strategy, design, and content) supporting activities under this Contract.

All creative web work shall be original and shall be submitted to EPA in such form as specified in the Task Order, for critical review and approval by the TOCOR. Maintenance of all creative files, tapes, materials, slides, negatives and any other items produced by the Contractor, on behalf of the EPA, is required.

As directed by the TOCOR, web support will include assistance in:

- Development of new ENERGY STAR Buildings & Plants web site
- New web content development and copywriting
- Populating new Drupal database with new content including headlines, body text, graphics, images, sidebars, and links

The Contractor shall assist with the following web support activities, as directed by the TOCOR, based on priorities and resources:

- Draft content for landing pages for all tools & resources
- Design new web pages as needed
- Provide graphics, including photography, illustrations, and diagrams, as needed
- Assist with copywriting on other pages
- Upload content into Drupal database including headlines, body text, graphics, images, sidebars, and links
- Verify and test that new pages are created properly
- Assist with strategic design and development during "Phase 2"
- Others as directed by the TOCOR

Deliverables: As specified by the TOCOR.

Task 5: GENERAL SUPPORT FOR C&I COMMUNICATIONS ACTIVITIES

The Contractor shall provide support for general and sector-specific ESCIB communications as directed by the TOCOR.

The Contractor will provide research, logistics, writing, review, and coordination support, as directed by the TOCOR, for the following activities, based on priorities and resources:

- Strategy, planning, and implementation: C&I branding and marketing strategy; focusing more on climate and greenhouse gas emissions
- Oversee printing and publications inventory: assess needs of C&I branch, monitor inventory, recommend reprint schedule as needed, collect print estimates, prepare GPO print forms as needed
- Stakeholder outreach (marketing support, etc.)
- Cobranding posters and PSA's
- Reviewing and formatting materials created by outreach and implementation teams
- Preparing GPO print files as needed
- Expand image library as needed
- Annual assessment of market conditions
- Other as directed by TOCOR

Deliverables: As specified by the TOCOR.

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 CONTINUATION SHEET
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NAME OF OFFEROR OR CONTRACTOR
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 CONTINUATION SHEET
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NAME OF OFFEROR OR CONTRACTOR
CADMUS GROUP, INC. THE

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	US Environmental Protection Agency				*
	1200 Pennsylvania Avenue NW				
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	RTP Finance Center		ļ		
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	109 TW Alexander Drive		8	,	
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	Period of Performance: 03/01/2013 to 02/28/2014	÷	ĺ		
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	PERSON(S) RESPONSIBLE FOR APPROVING INVOICES:				
1	COR: LAUREN PITCHER		1		
	ALTERNATE COR: LESLIE COOK				
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AMENDME	NT OF SOLICITATION/MODIFIC	ATION OF CONTRACT		1. CONTRACT ID CODE	PAGI	OF PAGES
2. AMENDMEI	NT/MODIFICATION NO.	3. EFFECTIVE DATE	4. REQ	JISITION/PURCHASE REQ. NO.	5. PROJEC	T NO. (If applicable)
003		09/03/2013	PR-O	AR-13-01853	NEW AW	ARD
6. ISSUED BY	CODE	HPOD	7. ADN	INISTERED BY (If other than Item 6)	CODE	
Headqua Ariel R 1200 Pe	ronmental Protection rters Procurement Ope ios Building nnsylvania Avenue, NW ton DC 20460	rations			e	
	ADDRESS OF CONTRACTOR (No., street	, county, State and ZIP Code)	(x) 9A.	AMENDMENT OF SOLICITATION NO.		
57 WATER	GROUP, INC. THE R STREET IN MA 024724603		9B. × 10A × EF	DATED (SEE ITEM 11) MODIFICATION OF CONTRACT/ORDI -W-11-022 01 DATED (SEE ITEM 13)	ER NO.	
CODE (b)(4)		FACILITY CODE	0.	2/28/2013		
		11. THIS ITEM ONLY APPLIE				
separate let THE PLACE virtue of this to the solicit 12. ACCOUNT	ter or telegram which includes a reference E DESIGNATED FOR THE RECEIPT OF a amendment you desire to change an offe tation and this amendment, and is received FING AND APPROPRIATION DATA (If rec	to the solicitation and amendmen DFFERS PRIOR TO THE HOUR or already submitted, such change prior to the opening hour and da	nt numbers. FAI AND DATE SPE may be made b	CIFIED MAY RESULT IN REJECTION C y telegram or letter, provided each telegr	T TO BE RECEIVE OF YOUR OFFER.	D AT If by reference
See Sch				DIFIES THE CONTRACT/ORDER NO. A		
X X	A. THIS CHANGE ORDER IS ISSUED FOR ORDER NO. IN ITEM 10A. B. THE ABOVE NUMBERED CONTRAL appropriation date, etc.) SET FORTH C. THIS SUPPLEMENTAL AGREEMEN D. OTHER (Specify type of modification)	T/ORDER IS MODIFIED TO REI IN ITEM 14, PURSUANT TO TH T IS ENTERED INTO PURSUAN	FLECT THE ADI	MINISTRATIVE CHANGES (such as chai OF FAR 43.103(b).	, , , , , , , , , , , , , , , , , , , 	
				E		· · · · · · · · · · · · · · · · · · ·
DUNS Nur TASK ORI TOPO: LA The purp \$146,435	TION OF AMENDMENT/MODIFICATION	OMMUNICATION FOR tion is to provide he total funded a	ENERGY S de incren	TAR C&I BRANCH mental funding in the this Task Order inc	feasible.)	
Obligate New Tota Increment Continue Except as pro	CHANGES: ed Amount for this Mo al Obligated Amount f ntal Funded Amount ch ed vided herein, all terms and conditions of th ND TITLE OF SIGNER (Type or print)	or this Award: \$4 anged: from \$303,	449,983.0 547.58 1	\$ \$449,983.00		
				rron Doherty		
15B. CONTRA	ACTOR/OFFEROR	15C. DATE SIGN		NITED STATES OF AMERICA	······································	16C. DATE SIGNED
	(Signature of person authorized to sign)			(Signature of Contracting Officer)		

CONTINUATION SHEET REFERENCE NO. OF DOCUMENT BEING CONTINUED PAGE 2

NAME OF OFFEROR OR CONTRACTOR CADMUS GROUP, INC. THE

M NO.	SUPPLIES/SERVICES	QUANTITY	UNIT	UNIT PRICE	AMOUNT
A)	(B)	(C)	(D)	(E)	(F)
				2	
	NEW ACCOUNTING CODE ADDED:				
	Account code:			z	
	13-14-B-58E3-101A46XP3-25051358EE3429-001				,
	Beginning FiscalYear 13				8
	Ending Fiscal Year 14			· ·	
	Fund (Appropriation) B				•
	Budget Organization 58E3	1			
	Program (PRC) 101A46XP3				*
	Budget (BOC) 2505				
	Job # (Site/Project)				
	Cost Organization		1 1		
	DCN-LineID 1358EE3429-001		1 1		
	Amount: \$146,435.42				e
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	Washington DC 20460 USA				
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	Payment:				8
	RTP Finance Center		i i		
	US Environmental Protection Agency				9
	RTP-Finance Center (D143-02)			2	
	109 TW Alexander Drive	1			
	Durham NC 27711	10	ł	The state of the s	
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	Period of Performance: 03/01/2013 to 02/28/2014				
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	PERSON(S) RESPONSIBLE FOR APPROVING INVOICES:	}			
	COR: LAUREN PITCHER		1		
	ALTERNATE COR: LESLIE COOK]	•	F - 2
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AMENDMENT OF SOLICITATION	N/MODIFICATION OF	CONTRACT		1. CONTRACT ID CODE	ļ,	AGE OF PAGES
2. AMENDMENT/MODIFICATION NO.	3. EFFECTI	VE DATE	4. REQ	UISITION/PURCHASE REQ. NO.	5. PRC	⊥
004	06/17/	2014			NEW	AWARD
6. ISSUED BY	CODE HPOD		7. ADN	INISTERED BY (If other than Item 6)	CODE	
HPOD US Environmental Pro Headquarters Procure Ariel Rios Building 1200 Pennsylvania Av	ment Operations	3	-			
Washington DC 20460	TOD (1)	1700 1	104	MENDMENT OF COLUMNATION NO		
8 NAME AND ADDRESS OF CONTRAC CADMUS GROUP, INC. TH 57 WATER STREET WATERTOWN MA 02472460	E	and ZIP Code)	9B. X 10A E F 0 2	AMENDMENT OF SOLICITATION NO. DATED (SEE ITEM 11) MODIFICATION OF CONTRACT/ORDER -W-11-022 01 DATED (SEE ITEM 13)	R NO.	
CODE (b)(4)	FACILITY O	ODE	0:	2/28/2013		
	11. THIS	ITEM ONLY APPLIES TO	AMENDM	ENTS OF SOLICITATIONS		
Items 8 and 15, and returning separate letter or telegram which inclu THE PLACE DESIGNATED FOR THE	copies of the am des a reference to the solicite RECEIPT OF OFFERS PRI change an offer already sub	endment; (b) By acknowle ation and amendment numb OR TO THE HOUR AND D mitted, such change may b	dging rec bers. FAI ATE SPE e made b	on or as amended, by one of the following neipt of this amendment on each copy of the LURE OF YOUR ACKNOWLEDGEMENT COFFIED MAY RESULT IN REJECTION OF y telegram or letter, provided each telegran	offer subm TO BE REC YOUR OF	tted; or (c) By EIVED AT FER. If by
12. ACCOUNTING AND APPROPRIATION	N DATA (If required)	Net	Dec	rease:	-\$47.1	5
See Schedule				DDIFIES THE CONTRACT/ORDER NO. AS		
B. THE ABOVE NUMBE appropriation date, etc. X C. THIS SUPPLEMENTA		MODIFIED TO REFLECT PURSUANT TO THE AUT ED INTO PURSUANT TO A	THE ADI	ES SET FORTH IN ITEM 14 ARE MADE II MINISTRATIVE CHANGES (such as chang OF FAR 43.103(b). TY OF:		
	[7] Clia consider	ed to sign this document an	al assas	O copies to the issu	ing office	
DUNS Number: (b)(4) TASK ORDER #0201 - MI TOPO: LAUREN PITCHER	ODIFICATION (Organized by CDIA & COMMUNIC	VUCF section headings, in CATION FOR ENE	RGY S	olicitation/contract subject matter where fee	asible.)	c of \$47.15
LIST OF CHANGES: Total Amount for this New Total Amount for Obligated Amount for New Total Obligated A Continued	Modification: this Award: \$4 this Modificat	-\$47.15 49,935.85 ion: -\$47.15		35		
Except as provided herein, all terms and 15A. NAME AND TITLE OF SIGNER (T)		eferenced in Item 9A or 10		etofore changed, remains unchanged and in NAME_AND TITLE OF CONTRACTING OF		
TO A PARIL AND THEE OF SIGNER (1)	po or printy			rron Doherty	TIOLK (Ty)	o or printy
15B. CONTRACTOR/OFFEROR (Signature of person authorize	d to sian)	15C. DATE SIGNED	16	Sunra Adustz	ELECTR SIGNAT	06/45/0014
NSN 7540-01-152-8070	4 to 0.911)			•	STANDAR	D FORM 30 (REV. 10-83)

NSN 7540-01-152-8070 Previous edition unusable STANDARD FORM 30 (REV. 10-83) Prescribed by GSA FAR (48 CFR) 53.243
 CONTINUATION SHEET
 REFERENCE NO. OF DOCUMENT BEING CONTINUED
 PAGE 2
 OF 2

NAME OF OFFEROR OR CONTRACTOR CADMUS GROUP, INC. THE

ITEM NO.	SUPPLIES/SERVICES	QUANTITY		UNIT PRICE	AMOUNT
(A)	(B)	(C)	(D)	(E)	(F)
	Incremental Funded Amount changed: from \$449,983.00 to \$449,935.85				8
	CHANGES FOR ACCOUNTING CODE: 13-14-B-58E3-101A46XP3-2505-1358EE3429-001 Account code changed from 13-14-B-58E3-101A46XP3-25051358EE3429-001 to 13-14-B-58E3-101A46XP3-2505-1358EE3429-001 Amount changed from \$146,435.42 to \$146,388.27	,			
	Delivery Location Code: OAR/OAP/CPPD OAR/OAP/CPPD			,	
Ti.	US Environmental Protection Agency 1200 Pennsylvania Avenue NW Mail Code 6202J				
	OAP/CPPD Washington DC 20460 USA				
	Payment: RTP Finance Center US Environmental Protection Agency RTP-Finance Center (D143-02) 109 TW Alexander Drive Durham NC 27711 FOB: Destination Period of Performance: 03/01/2013 to 02/28/2014 PERSON(S) RESPONSIBLE FOR APPROVING INVOICES: COR: LAUREN PITCHER ALTERNATE COR: LESLIE COOK				
	ADIENNATE CON. LEGITE COOK				
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